



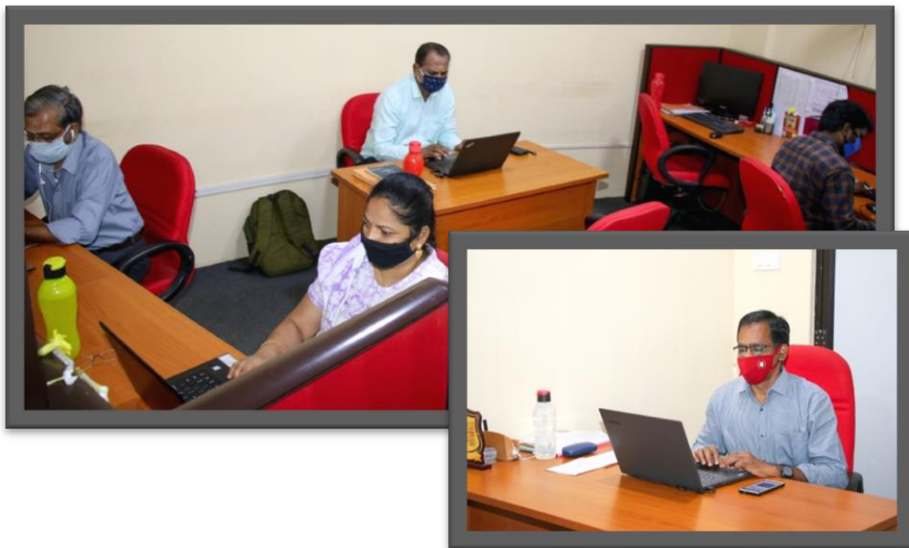
INSIDE THESE WALLS LIES A BRIGHTER TOMMORROW

# Reflections-A Grassroot Gazette Mirror 9

## August 2020

PANACHE

*"Innovation and hard work thrive majorly during the crisis. At the Academy, we instil the values of teamwork that has helped us stay motivated and purpose-driven. The Academy is proud of setting an inclusive environment for the incumbent RTMs despite the pandemic"*



### Review Meeting with CMT:

Our Chairperson and Managing trustee, Dr. Kalpana Sankar interacted with all our teams individually to understand their key potentials, added value in prioritizing commitments, and increase measurable productivity during the pandemic. Ms. Sahaana too added valuable inputs for our teams.

### Call for Action :

1. We are pleased to inform you that our Academy is organizing the **Webinar 4.0** on **21th August 2020** between **4 and 5 pm**. The webinar is on **"CSR – The Emerging scenario"**.

Save your seat @ <https://bit.ly/3hoh5WY>

2. We are going online for our **5<sup>th</sup>** batch of **CPMM**. Now you can learn from anywhere and undergo field internship near your residence. Pass on about this wonderful opportunity with all the young graduates. Find the application form @ <http://www.hihacademy.edu.in/certificate.php>

3. **"Success is where preparation and opportunity meet"** We can take you there with our **IBPS** course. Enroll with us so we can guide to success. For more details visit

<http://www.hihacademy.edu.in/IBPS.php>

### Live on SOs certification for Belstar :

In our efforts to make our content as inclusive and accessible, and create a more 'self-learning environment', we now have a team working on translating the content in Tamil. We are in the process of adding voiceover too as well.

### Introspecting Internships :

The Academy is a virtual host to the two interns from Azim Premji University. They are working under the close supervision of Health and NRM pillars. We are looking forward to many more such integrations with the pillars. As per CMT mam's guidance, we are working on setting up a "Selection committee".

### Facing Fields by CPMM 4th Batch :

After three months of wait, our students have started their field internship. Our team has meticulously followed up with the students during the lockdown. With multiple internal COVID awareness sessions, we are confident that students are adequately sensitized to adhere to the safety standards. They began their field internship on 1st July 2020 and were individually guided, and evaluated on their learning curve despite the odd circumstance. They are taught to be well acquainted with virtual weekly meetings and weekly progress reports as well. For now, they are eagerly waiting to present their final reports!



### Banking on IBPS Course :

Under the Board's guidance, the Academy has initiated the preparations for IBPS (Institute of Banking Personnel Selection) course via an online platform for aspiring bankers. The team initiated interactions with Mr. Sairajan, who was part of the course during the year 18-19. He is currently working on the updated version of the curriculum of IBPS and works with the SRM University on the same. The team developed marketing and communication resources to promote the IBPS course amongst the prospective student community to get them enrolled. This includes social media messages, a video broadcast, and flyers both in English & Tamil languages, messages for Newspaper print and television advertisements.

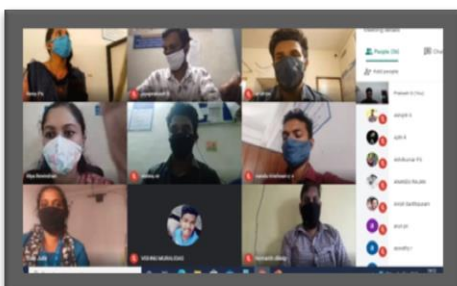
### Mobilization Mania :

Mobilizing the right candidate is our utmost priority. Each team has brought out their best efforts despite the odds on the ground. They have adopted a multi-pronged promotional strategy including print and television advertisements, social media promotion, tele-counseling for students, and direct outreach to communities by visiting Belstar branches. The promotional video developed with the support of our 'Comms Team' has been widely circulated and has generated some leads for IBPS, CPMM, and CPFS courses. The team is working towards converting these leads into enrollments via one-to-one counseling with the students.



### Tracking the Training records with Belstar :

After the successful pilot test of our Insurance training for the Belstar team, we have up-scaled the training activities. It has been a learning curve to approach the entire Region as a whole unit for the training. RTMs and in consultation with the Operations Team of Belstar conducted a total of **39 programs covering 1203 participants**. RTMs are now experienced enough to handle the training sessions independently, however, our faculty team is present in these sessions to ensure a smooth proceeding.



Academy offered an exclusive virtual training session on “COVID 19 - Safety protocols at the workplace” which was attended by the SOs of Belstar and their Zonal Heads. Our colleague, Dr. Parvatha took on the session while demystifying the common myths around Covid-19. The session was interactive and informative.

The Academy team is in close interactions with the Learning and Development Head of Belstar, HR Belstar, and Senior Management team from operations to understand the training requirements and cater to these challenges. They are equipped with ‘Time Management’, ‘POSH’, ‘Village Level Network’, and translation of the insurance training module in Tamil, Malayalam, Kannada, and Hindi. Subsequently, the team has also shared the revised versions for Belstar to upload in their LMS platform.

Our RTMs completed the induction training for 38 recruits of Belstar, during the lockdown period (April – June). The newly recruited received a warm welcome from our RTMs and through the month, they continued to facilitate and share modules with our newbies!

The team also made arrangements to train HIH SP staff members moving to Belstar. Two teams of HIH SP staff from Tamil Nadu and West Bengal participated in separate three-day training programs that covered the basic working model of Belstar, its core values, products, and processes.

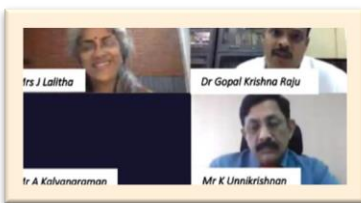
### Training for Varashakti :

The training curriculum has been shared with the HR and management team of Varashakti. After internal consent, it was taken up with ICICI Lombard for approval. In line with the procedures, the Academy team conducted the training program on Insurance for the entire Varashakti team on 11th July 2020. The training module was well-received and majored on the basics like the concept of insurance, the difference between home insurance and housing finance insurance, the features of the product offered by ICICI Lombard, the claim processes, etc. The Academy generated some revenue through this training service. The team has conducted two training programs on ‘POSH’ for the Varashakti team in June. The remaining staff was covered with an exclusive program organized during this month hence completing POSH training for the entire organization.



### Webinar Series :

Under the guidance of the Board, we initiated our webinar series. First in line was about the “Opportunities and Challenges for MSMEs now and post Covid-19”, conducted on 10th July with two external panelists – Mr. K. Unnikrishnan and Mr. Gopal Krishna Raju – along with Mr. Kalyanaraman, Group CEO. Mrs. J Lalitha, representing the Academy, moderated through the session. Our CMT Madam inaugurated the webinar series and addressed our new online community! The second webinar on “Weathering the Storm: Leadership during Crises” was conducted on 24th July with the lead support from Ms. Sahaana. “We had leaders from different walks including our own Managing Trustee, Dr. Kalpana Sankar, Prof. Arun Kumar, HOD, Management Studies, IIT Madras, Dr. Usha Sriram, Senior Endocrinologist & HOD Dept of General Medicine, VHS and Mr. Sridhar, CEO, Helyxon Healthcare Solutions. Mr. Chandrasekar, ED, Belstar Microfinance Ltd was the moderator.



### Key Takeaways from Webinar 1.0: “Opportunities and Challenges for MSMEs now and post Covid-19”

1. There is an increasing need to strengthen the **resilience** of MSMEs to withstand future shocks; we need a policy framework that fosters and accelerates the growth and development of the MSMEs.
2. The efforts to help MSMEs go **digital** have to be stepped up; this will be a cutting edge differentiator of the MSMEs in their endeavor to reduce costs, enhance efficiency, and become competitive.
3. The supply chains need to be more **open and inclusive** so that all sectors benefit and the development is more broad-based.
4. Lastly, the most important of all - MSMEs use the crisis to ensure that businesses become more **sustainable and climate-friendly**; they need to continuously work on innovations that enable them to realize this demanding goal.

### Key Takeaways of Webinar 2.0: “Weathering the Storm: Leadership during Crises”

1. **Communication** is pertinent. We must keep communicating with our prime stakeholders regularly to keep them informed and motivated.
2. Leaders should exhibit the utmost **calmness and courage** to face any eventuality to inspire their teams and followers.
3. At times of crises, the best source of **motivation** for the teams can come only from having the leaders at the forefront. Only then the leaders down the levels can march forward.
4. Leaders should be able to fight disruptions and **adapt** to the new normal situations. They should see **opportunities** for crises.
5. To **ensure sustainability**, leaders may have to take tough decisions, especially in optimizing the deployment of resources.